

# THE GLEICHEN CALL

VOLUME XXXIII NO. 2

GLEICHEN, ALBERTA, WEDNESDAY MARCH 27, 1940

SUBSCRIPTION \$2.00 PER YEAR

## DON J. MCKINNON WILL REPRESENT GLEICHEN RIDING

Don J. McKinnon will represent the Gleichen constituency in the legislative assembly for the next four or five years under the independent banner. The victory for Mr. McKinnon was a triumph for himself and executives who worked tirelessly during the entire campaign.

At the Gleichen poll there was quite a drop from the Social Credit ranks compared with last election. Mr. McKinnon received 74 less votes this time compared with 1935. At that time he received 250 votes which was four more than the combined votes for his three opponents. Mr. McKinnon received 273 votes. The C.C.F. candidate, Mr. Caldwell, must have been a great surprise as most people hereabouts are not very familiar with their platform.

Following is the result of voting in the different polls:

	SC	CCF	Lib
Gleichen	185	38	273
Cluny	40	8	152
Peace River	17	5	63
Irishman	73	57	5
Lee Kenny's	10	2	12
Rockford	45	13	138
Redhead	31	12	9
Long Beach	13	9	16
Lawson	7	16	12
Edmonton	12	7	63
Thames, Bell	22	8	40
Chancellor	59	10	31
T. Branch	104	28	77
Edmonton	17	12	53
Nightingale	23	32	61
Serviceberry	36	23	33
Keena	27	63	9
Edmonton	34	28	41
Chasternore	21	27	91
Langdon	62	23	70
Edmonton	39	6	63
Strathmore	155	32	235
Shepard	100	29	123
Edmonton	9	10	102
Edmonton	54	21	70
Gleichen	24	9	48
Namaka	47	1	54
Crowfoot	12	7	60
Jean D'Arc	28	8	29
Herman	40	8	102
Makepeace	25	3	63
Edmonton	25	6	31
Bassano	95	21	226

## 72 DEATHS FROM MOTOR ACCIDENTS

Starting figures on the number of motor vehicle deaths in this province last year were given in the annual report of the provincial secretary's department, issued recently. Despite the safety measures adopted during the year by branches of the Alberta Motor Association, and by other organizations, no less than 72 motor deaths occurred in the province in 1939.

While reductions to around 55 had been reported in 1938 and 1937, the total for 1939 was back to the 1930 level. The report also revealed that of the total number of deaths, some 24 involved those operating motor trucks.

In addition to the fatal accidents hundreds of people were injured in traffic accidents in this province during the year.

Official figures on the number of traffic deaths have given fresh impetus to safety campaigns of the cities and other parts of the province.

Prospect of a heavier motor travel to the province this year make the call for greater safety measures all the more intense.

## LOCAL NEWS ITEMS OF THE TOWN AND DISTRICT

Mr. Leroy Koefoed and his little daughter, Gwen, are doing very nicely after a siege of flu and tonsillitis.

The novelty dance put on by the Meadowbrook Hill directors was much enjoyed by all present. Despite the bad roads the crowd finally turned out by 12 o'clock. The prizes went to a few of the young people from Glenora. Everybody is invited out again for the Leap Year dance to be held on April 12th.

At the present time the post office is undergoing extensive repairs by Carpenter P. Kelly and his kind. A lot of the flooring has been rotted out and a vestibule erected just inside the entrance.

Plasterer Fluery is getting ready to repaper the east wall. When the work is finished Gleichen will have a very attractive post office.

Good Friday was a more quiet day than Sunday in town. The cold weather kept most people in their homes. Where people did gather the main subject of conversation was the previous day election results.

Mrs. E. Walker was hostess to the ladies of the U.F.W.A. on Thursday afternoon. The meeting was called to order by the vice-president, Mrs. Walker. Roll call was answered by children saying. The ladies elected another quilt and finished it before they closed their work. This quilt was for Mrs. J. Lester. The sick committee reported that several of the members were on the sick list. Mrs. Wilson was unable to attend. Also on the sick list are Mrs. K. Sammons, Mrs. F. Sammons, Mrs. L. Koefoed. The sympathy of the members was extended to those members who are ill. After the usual social hour a delicious lunch was served by the hostess. The members will meet again on March 28 for a social card party at the home of Mrs. J. W. Hutchings.

A leaking water main has kept Mr. Brown busy for several days digging in an effort to find the leak. The frozen ground made the work very slow.

Friends of Mr. and Mrs. D. Auster and Mr. and Mrs. W. L. Leitch, will be sorry to hear that Mrs. Wilson will undergo a very serious major operation in the Galt hospital on Thursday March 29th.

## THE WEEK IN EDMONTON

(By Dan E. Campbell)

Annual horse sale of the Red Deer Agricultural society saw nearly 300 head of horses auctioned. The top price of \$160 was paid. Buyers from Montreal and Quebec city were present.

Franchises for bus services will be considered by the Alberta highway traffic board on April 1. It has been announced by Alfred Chard, chairman. One franchise concerns the extension to the Jasper National Park of the General Greyhound service now operating from Edmonton to Edmonton. Another is for a franchise to cover the route from Medicine Hat to Shuler, while a third applicant seeks a franchise to operate a regular passenger and express bus between Calgary and Hualala.

Word was received by Alex. Ross, ex-head of the Workmen's Compensation Board, of the death of John T. Sterling, first chairman of the Board at the time of its organization in 1918. Mr. Sterling came to Edmonton from Scotland in 1908 and was in government service until his retirement in 1930. Since 1932 he has been in his native Scotland.

Alberta is to have another park. Order-in-council has been passed by the Alberta government authorizing its establishment southwest of Pincher Creek. There are 154 acres in the area.

Alberta's new automobile plates have made their first appearance on the Black letters against an orange background. Added feature this year is a warning to "Drive Safely" included at bottom of the plates.

An increase of 52.7 per cent in the hog population of Alberta has been announced by Hon. D. B. Miller, minister of Agriculture. On December 1 last the number was 1,025,500 hogs as against 672,400 on the same date in 1938. Only two provinces, Saskatchewan and Manitoba, showed larger increases than Alberta.

More than 2,000 Alberta horses are expected to be sold for use in the French army according to reports. It is said more than 5,000 horses would be purchased in western Canada by the federal department of trade and commerce, acting for the French government. The horses would be mainly the light draft type weighing from 1,250 to 1,350 pounds.

## DR. F. W. GERSHAW ELECTED TO DOMINION HOUSE

The Liberals were swept back into power in yesterday's voting and with them went Dr. F. W. Gershaw for the Medicine Hat riding in which Gleichen is situated.

Dr. Gershaw was a former member for this riding meeting defeat in 1935 by A. H. Mitchell, Social Credit.

In the Gleichen poll Dr. Gershaw polled 296 votes and Mr. Mitchell 109. The total vote not counting spoiled ballots was 407. In the 1935 election Mr. Mitchell received 168 votes, at the same election G. M. Blackstock, Conservative, got 148 and Dr. Gershaw 105.

A prosperous rural population which demands a community centre where may be established business, educational, religious and entertainment facilities. Where these four things are active it is safe to surmise that the people of that section realize and appreciate the value to them of such a centre. The town are largely maintained by the surrounding district. But the organization, the district, and so to a great measure the keep of the institutions in such towns are in the hands of the business interests, together with those directly and indirectly connected therewith. Without active business and professional men to supervise and govern these public institutions and "detestations no town could exist. Every citizen either in or about a town could be concerned in seeing to it that they do their part in carrying on any good cause which may be promoted, either by financial or active support. Only in this way will it be a town prosper and develop as it should. Publicity is required. In removing work your local paper takes the leading part. It is ever the champion of worthy causes and philanthropic and patriotic undertakings. But to function properly and fully carry out its natural prerogatives, it must in turn have the financial support of the community it serves. When seeing advertising or printed matter always first think of The Gleichen Call.

## THE RUM ISSUE

By FRED JONES  
This Column Gives to News of the Gleichen Branch of the Canadian Legion

Stand Out

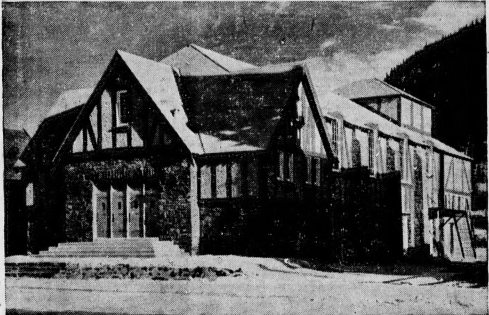
Don't forget the Vimy dance in Quentown, Friday, April 5th. We would like to take everyone who wishes to go but may be short of cars. Anyone who will have a car is asked to let the secretary know how many he can take.

The Foreign Legion has had word from Mohammed Al Kel of Turkey asking if the boys would serve in the camel corps, but we replied that none of them knew anything about a camel more than that it knows to be able to go seven days without a drink and 'conies' men figured that if such a contingency should come to pass the boys would fall off by one and perish in the desert far from the shelter of any pub.

One election has been pulled off and the other one will be over before this appears in print. After that Canada will get on with the war. It just struck us that no matter what government gets in the working shift will have to go like h— to make a dollar. Just because some guy comes back with a car takes power down to vote doesn't mean that he will give you a job or pay more than rock bottom wages if he does.

We have received a folder from headquarters called Canadian Legion Overseas parcel service, "extras from home" in co-operation with The Cook & Sons Ltd. After showing it to some of the boys we have come to the conclusion that it is mostly for the benefit of the said The Cook & Sons Ltd. The extras may be o.k. but we don't think much of the choice.

## New Home for Banff School of Fine Arts



The Banff School of Fine Arts has a new home which is as modern as the splendid work done by the school. The new auditorium, which was officially opened in January in the presence of educational and other Alberta leaders, will be the scene of the eighth annual session of the school from August 1st to September 1st.

There is one example: Three dollars' postage included, made up of 200 Gold Flake cigarettes (duty free), one briar pipe, half pound Navy Cut tobacco (duty free). The tobacco companies will deliver 300 cigarettes for a dollar so that is sixty six and two third cents for smokes and the balance of the three dollars for a pipe and the tobacco. Here is the goofy part of this order, outside of the cost. What the Sam Hill would be a man who smoked cigarettes, went with a pipe and tobacco? These packages may be made up with the best of intentions but it is up to the Legion to see that the choice and the price is right. Among some other choices are listed a cork screw and a tin opener, safety razor and a bottle of brilliantine, also shoe polish. A soldier has a knife with a can opener on it and is issued with a safety razor. All the canteens carry shoe polish and what he would want with brilliantine when his hair is cut with clippers is more than we can figure out, unless he used it on his bread instead of margarine. Another is a can of new potatoes. The French people made the soldiers from this country so many potato chips last time that they nicknamed potatoes "Canadas". There are more just as bad but we will come back again.

We still hear the cheerful prediction that the war will soon be over, but when you try to figure out why you are stuck we are fighting against a varlike people who can really fight and they are the best organizers in the world, also they have been getting ready since the last one. It looks more like five years than three and if the Allies make as many blunders as they did in the last war it might easily be ten.

Perhaps our readers have heard that the Canadian manufacturers would not accept war contracts on the five per cent net profit basis so they got more. What would the holder have been if the farmers had held out for a fair price for their wheat and hops. They would have been called traitors and a whole lot more. But it is a different thing for the manufacturers. We said before that Canada would not be able to do anything until the profiteers had figured out what they could get. The average soldier who joins up to defend his country does so for his love of that country and really has nothing material to defend. He probably joins up because he can't make a decent living and goes to war knowing that his family will not suffer the privation it has done for the past eight or nine years. The guy who has been making the big dough all through the depression will stay out while he makes some more and regards the war as a splendid thing instead of the horror it really is.

Light's Out

## IN EARLY BRITAIN

We have traced the art of brewing from the Greeks of 500 B.C. up to Ancient Rome. The Roman soldiers introduced it to early Britain. Previous to their invasion the usual drinks of the early Britons were water, milk and mead (an intoxicating drink made from honey). Beer being suitable to the climate, and so easily made, by an agricultural people with plenty of corn, it was gladly welcomed and soon became the national beverage.

## TODAY MADE IN ALBERTA BEERS ARE THE FINEST THAT SCIENCE AND MODERN EQUIPMENT CAN PRODUCE! ORDER A CASE TODAY

This advertisement is not inserted by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

## THE WORLD'S GOOD NEWS will come to your home every day through THE CHRISTIAN SCIENCE MONITOR

It records for you the world's news, constructive advice. This Monitor does not exploit religion. It is an international, daily newspaper. It is the best and most correct with news. Features for Bible men and all the world, including the World Magazine Section.

Write Christian Science Publications, 250, Beacon Street, Boston, Massachusetts  
Foreign price per subscriber: 12 months \$10.00, 6 months \$5.00  
Single copies 10c. 8 months \$4.00, 3 months \$2.00, 1 month \$1.00  
Foreign price per subscriber, including Magazine Section: 1 year \$12.00, 6 months \$6.00, 3 months \$3.00, 1 month \$1.50  
Name \_\_\_\_\_  
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Sample Copy on Request

**IF INTERESTED...**

in the broader aspect of current grain problems, secure a copy of our Weekly Letter from our Agent.

We are members of the Alberta Crop Improvement Association and are prepared to make better Seed available to farmers at actual cost.

**PIONEER GRAIN COMPANY  
LIMITED**

**Picobac**  
GROWN IN SUNNY, SOUTHERN ONTARIO

**A Doubtful Investment**

W. SASKATOON - CALGARY - EDMONTON







# TOWN AND COUNTRY FOLKS

Whether you live in town or in the country... here's a combination offer to please your reading tastes... our paper and your favorite magazines at a big saving. Make your selection and send us the coupon now!

## "BIG THREE" OFFER

1. S. NEWSPAPER, 1 yr., and your choice any 2 in Group. Mark an "X" before the 3 you desire.
- |  |   |                                      |
|--|---|--------------------------------------|
| 1. Western Producer, 1 yr.                 | 1. National Home Monthly, 1 yr.                 | <b>ALL THREE ONLY</b><br><b>2.75</b> |
| 1. Family Herald & Weekly Star, 1 yr.      | 1. American Boy, 6 mos.                         |                                      |
| 1. How's Gun, 1 yr.                        | 1. Parents' Magazine, 6 mos.                    |                                      |
| 1. True Story, 1 yr.                       | 1. Home Arts (McGraw-Hill), 1 yr.               |                                      |
| 1. Country Guide & No. West Farmer, 2 yrs. | 1. Canadian Horticulture & Home Magazine, 1 yr. |                                      |

## "WEEKLY NEWSPAPERS" OFFER

This Newspaper, 1 yr.

Free Press Prairie Farmer, 1 yr.  
Family Herald & Weekly Star, 1 yr.

**ALL THREE ONLY**  
**2.75**

## "POPULAR DEMAND" OFFER

THIS NEWSPAPER, 1 yr., and your choice 1 other Publication in Group at the price listed.

- |  |  |
|--|--|
| 1. Collier's Weekly, 1 yr. .... \$2.50               | 1. Parents' Magazine, 1 yr. .... \$3.00          |
| 1. Family Herald & Weekly Star, 1 yr. .... 2.50      | 1. Silver Screen, 1 yr. .... 2.65                |
| 1. Free Press Prairie Farmer, 1 yr. .... 2.50        | 1. Open Road (Boyle), 1 yr. .... 2.50            |
| 1. Liberty Magazine, 1 yr. .... 2.50                 | 1. Look Magazine, 1 yr. .... 2.50                |
| 1. National Home Monthly, 1 yr. .... 2.50            | 1. American Girl, 1 yr. .... 2.50                |
| 1. Western Producer, 1 yr. .... 2.50                 | 1. American Boy, 1 yr. .... 2.50                 |
| 1. True Story, 1 yr. .... 2.75                       | 1. McCall's Magazine, 1 yr. .... 2.50            |
| 1. Magazine Digest, 1 yr. .... 2.75                  | 1. Canadian Horticulture & Home, 1 yr. .... 2.50 |
| 1. Red Book, 1 yr. .... 2.25                         | 1. Screenland, 1 yr. .... 2.50                   |
| 1. Newsweek, 1 yr. .... 4.00                         | 1. Rod & Gun, 1 yr. .... 2.50                    |
| 1. Physical Culture, 1 yr. .... 2.25                 | 1. Photoplay, 1 yr. .... 2.50                    |
| 1. Christian Herald, 1 yr. .... 2.25                 | 1. Home Arts (McGraw-Hill), 1 yr. .... 2.40      |
| 1. Country Guide & No. West Farmer, 2 yrs. .... 2.50 | 1. Flower Grower, 1 yr. .... 2.45                |
| 1. Woman's Home Companion, 1 yr. .... 2.50           | 1. Current Digest, 1 yr. .... 4.10               |

### THIS OFFER

IS POSITIVELY GUARANTEED

Please allow four to six weeks for first copies of magazines to arrive.

### FILL OUT COUPON MAIL TODAY

Please clip out of magazine after checking one desired. Fill out coupons carefully.

Gentlemen: I enclose \$..... I am checking below the offer desired with a year's subscription to your paper.

1 "Big Three" 1 "Weekly Newspaper" 1 "Popular Demand"

Name.....

P.O. Office.....

Address..... Province.....

## Town & District

The annual firemen's dance, Monday evening proved to be as successful as any of its predecessors. There was a large attendance.

All the boys and girls who are attending the various schools in Calgary from Gleichen, spent the Easter holidays at their homes in town.

Miss Peggy Yates left Saturday morning for Edmonton where she is spending the week visiting friends; also her two brothers Max and Gerald who are attending the university.

Canada has spent on an average of nearly \$18,000,000 per month on war supplies since July 14, 1939, it was disclosed in the latest report of the supply board. The total sum up to the end of February is given as \$142,837,836.

Contracts included everything from knives and forks to anti-submarine patrol boats and from potatoes to airplanes. It is estimated that the total figure for the first year of the war would be half a billion.

### ST. ANDREW'S CHURCH

Service Sunday March 31st. Special Easter service at 10 o'clock a.m. with Holy Communion.

As this will be our Easter service it is hoped that all members of the Church will make a special effort to attend. Visitors are cordially invited to attend this service.

Rev. L.T.H. Pearson, Incumbent.

### UNITED CHURCH

Rev. J. N. Wilkinson, minister.

Mrs. J. N. Welch, choir leader.

Miss Marjorie Birch, pianist.

11 a.m. Church school.

7:30 p.m. Divine worship. Sermon topic: "A Battle with a Valuable Prize for Those Who Solve It."

The cub reporter saw a hearse start away from a house at the head of a funeral procession. "Who's dead?" he enquired of the corner grocer, who was watching from his door. "Chon Schmidt," "John Smith" exclaimed the cub. "You don't mean to say John Smith is dead?" "Vell, by golly," said the grocer, "Vot you tink dey doing mit him-bractising!"

### IN MEMOIRY

WILSON—In loving memory of our dear mother, Sarah Wilson, who passed away March 27, 1939.

You could not say goodbye to us. You could not clasp our hand, But God has taken one we loved, To his realm so grand.

Sleep on dear mother, thy work is o'er, Thy willing hands will toil no more, We have left but God has gained One of the best the world contained!

Ever remembered by Son Hugh and daughters Elizabeth, Isabel and Marie.

### THE WORLD OF WHEAT

BY H. G. L. STRANGE  
Director, Research Department  
Searle Grain Company, Limited

One commonly hears the expression "It's to bad there has been so little snow over the prairies this winter. This makes a bad outlook for the crop next year."

Ten years of work by our research department seems to indicate that winter snow has little or no effect upon the following crop, that the yield per acre is governed mainly by the rains which fall during the autumn months of August, September and October, and during the following growing season months of April, May, June and July.

Snowfall, however, does make life on the prairies much more agreeable by filling up sloughs and water courses, and so providing generous amounts of water for stock and for human beings. Winter snowfall no doubt also avoids some winter and early spring soil-boring. The crop which will be sown this coming April and May will, however, start in under a definite handicap, simply because the rains which fell during August, September and October were, on the average, over the three prairie provinces, only 62 per cent of normal. This handicap can be overcome if better than normal rains occur during the coming growing season, but it must be said that the odds are somewhat against this happening.

New license plates being issued by the provincial secretary's department of this province, carry a message in the interests of greater highway safety. At the bottom of the plate, in raised letters, are the words "Drive Safely." These should constitute a strong appeal to all motorists to use every care when



## EATON'S CAN FIT YOU!

In every branch of endeavor, whether it be the making of models or the making of men, the standard measurement charts are a pioneer in developing the individual. The measurements of men are often different in size, our Research Bureau took the measurements of thousands of boys and developed a standard size chart. So, too, all the men's and women's garments we sell measure up to our own standard size charts based on the average figures of thousands of our customers. With the changing of the seasons, we change our work is constantly to bring our charts in line with the changes. This endless watchfulness, this emphasis on standards is a part of the satisfaction that customers get from the fit of their clothes when they wear EATON'S.

TEATON CO. WINNIPEG CANADA

## EARLY SPRING TRAVEL BARGAINS to Pacific Coast

MARCH 15 to 28 to all stations Golden, Nelson and West, including VANCOUVER - VICTORIA NAINIMO

CHOICE OF TRAVEL in Coaches or in Tourist or Standard Sleeper

at small extra fare and berth charge

Return Limit 30 Days in addition to date of sale

Stoppers Allowed For full information ask Ticket Agent

Canadian Pacific

## FOR RENT

30.85 acres good land, located in the S. E. quarter of Sec. 13, Tp. 22, Rge. 23, W. 4th, lying within the boundary of the Town of Gleichen. Part under cultivation, and part pasture land. Description, terms, etc., at the Town office.

W. J. PHYTHIAN, Secy. Treas.

driving. When a car is approaching another, this message to drive with care should be realized by the drivers of both machines. While official figures on the number of car licenses in the 1939-40 fiscal year, which ends March 31st, will not be available immediately, it is believed that they will show a record for the province. Car licenses are expected to be well above the 100,000 mark.

For the second year in succession Alberta leads the other provinces of Canada in the production of shorn wool, according to a report of the provincial agricultural department. During the last year 479,200 Alberta sheep yielded 4,625,000 pounds of wool or 8.4 pounds per head. Alberta total represents more than 25 per cent of all the wool produced in Canada. Provincial sheep population for 1939 is put at 524,000.

## DAUGHTERS COURAGEOUS

Starring John Garfield, Gale Page, and the Lane sisters. See lovely May Robson as the boss of the whole house

THURSDAY AT 8:30 P.M.  
Saturday Matinee at 3 p.m.

GLEICHEN COMMUNITY HALL



## Talking to the Point

Our Classified Want ads, get right down to the point at once. If you want something say so in a few well chosen words. The intelligent reader likes that kind of advertising. It saves time and space and that is one reason why our Classifieds are so popular. We are the best of service. Write today. We are waiting to help you.

## CLASSIFIED ADS

Notice under this heading 15 words or under 50c. First insertion and 25c. each subsequent insertion 3 weeks \$1.00. Over 15 words one cent per word for each insertion.

\$350.—Buys 15-30 McCormick Deering tractor. Nitro Products Carburetor and Manifold. Painted and ready for hard work. T. H. Beach, I.H.C. Dealer

FOR SALE—Model T Ford in good running condition at a real price. Enquire W. Sutermeister, Massey-Harris dealer, Gleichen.

## Edmonton

SPRING STOCK SHOW

APRIL 8-12

SINGLE FARE FOR ROUND TRIP

(MINIMUM FARE 25 CENTS). From stations in Alberta.

APRIL 6-12

Except where no train service April 6, tickets will be sold April 5.

RETURN LIMIT

APRIL 15, 1940

CANADIAN PACIFIC

Thirty different dialects are spoken by the people of the Philippine Islands.

## Special Bargain Fares

to

CALGARY \$1.30 AND RETURN

From GLEICHEN Correspondingly Low Fares from Intermediate Stations

GOOD GOING

APRIL 5-6

RETURN UNTIL

APRIL 8

Good in Coaches only. No baggage checked. For additional information, see train schedule, or Canadian Pacific Ticket Agent.

Canadian Pacific

## WE ALWAYS APPRECIATE THEM

The other day we asked a man for his printing and he told us:

"Oh, our printing doesn't amount to much. All we have is a few small orders, and none of them ever run into anything that looks like money."

Those little orders are the kind that make our business.

Most of our business is in printing letterheads, envelopes, circulars, posters, office forms, and other small orders.

We appreciate a small order as well as we do a big one.

So, if you have any small orders for printing we want you to know that we are glad to get them. We appreciate them just as much—and take just as good care of them—as if they actually amounted to hundreds of dollars.

## The Gleichen Call